

Abstract 554

TITLE: STD/HIV Prevention Counseling for Clinicians via Satellite Broadcast: Modeling a Skills-Based Approach

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ISSUE: Recent research has shown the efficacy of STD/HIV prevention counseling with demonstrated behavioral and biological outcomes, yet significant barriers continue to exist for implementation in clinical settings. A major perceived barrier among clinicians is the limited time available to conduct counseling sessions. Decisions not to counsel result in missed opportunities for risk reduction.

SETTING: Satellite downlink locations in STD, HIV, reproductive health, and primary care clinical settings, coordinated by the National Network of STD/HIV Prevention Training Centers

PROJECT: To encourage clinicians to counsel their high-risk patients to support risk-reduction behaviors for STD/HIV, and unintended pregnancies, a brief (2-hour) national training was conducted via satellite broadcast, with three vignettes which demonstrated effective counseling strategies for a sexually active adolescent, pregnant woman, and gay man. Key areas of the Project Respect (PR) study were summarized, and effective counseling approaches were modeled to encourage adoption by clinicians. Retrospective assessments identified extent to which participants felt the broadcast helped them: 1) identify strategies to integrate prevention counseling in their work settings, 2) ask appropriate open-ended questions, 3) define the concept of client-centered counseling, and 4) understand the difference between information-giving and counseling. Participants evaluated usefulness of vignettes, their level of awareness of PR, and if client-centered prevention counseling was occurring in their work setting.

RESULTS: Approximately 5,000 participants viewed the live broadcast. (NOTE: Due to the large volume of participants and data still coming in from national sites, complete results will be reported at the conference.) The following results will be discussed: clinical specialty; occupation; percent of viewers who indicated a higher level of confidence in achieving the four objectives above, before compared to after viewing the broadcast; and the number who were 1) aware of PR, 2) instituting prevention counseling in their facilities and if so, with which staff, 3) if not conducting prevention counseling, the likelihood of doing so in the future and reasons as to why or why not.

LESSONS LEARNED: Extent to which brief satellite broadcast training motivated clinicians to move from an information-giving to client-centered approach will be discussed, in addition to usefulness of vignettes in modeling effective counseling strategies. Identified barriers and recommendations for how to reduce them will be discussed.

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